

Ask the Aid of an Expert Shopper

If you are in a hurry and have a number of purchases to make you should enlist the aid of the Personal Shopping Service. On request an expert will be assigned to aid you, or, if you desire, to make all your purchases for you. No charge for this service. Integers always available for those who desire their services.

—Main Floor, 34th Street, Broadway

STORE OPENS 9 A. M.

We Sell Dependable Merchandise at Prices Lower Than Any Other Store, but for Cash Only

STORE CLOSING 6 P. M.

Macy's

A Deposit Account Compels Savings

The ordinary charge account is expensive because it is a credit transaction. A Deposit Account at Macy's means economy because it is a cash purchase. Ask for the Booklet "Dollar-By-Dollar." It will interest you. —Main Floor, 34th Street, Broadway



300 Smartly Trimmed Hats

\$4.96-\$5.94

We believe we are the only house selling hats of Lyons velvet in black and colors, hand-made by expert milliners, at these prices.

Maximum of Style—Minimum of Cost

We show scores of hats all entirely different yet classed at one price. Tailored and semi-dress hats. Hats for Miss and Matron.

Seen in the Brown Salon



A SPECIAL PURCHASE!

97 Women Who Want Coats at \$27.75

(Special Price)

Can Get Them Here Friday Morning

These coats, for the most part, are a manufacturer's samples. Sizes 34, 36, 38 and 40.

The Coats

Made of popular winter fabrics such as bolivia, broadcloth, two tone velour, burella, plush, wool velour and fancy tweed. The range of colors is large.

The Styles

There are loose coats and also pleated or belted models. There are some with very handsome fur collars. Coats of plush are rich looking.

Many silk lined throughout, some half lined and some lined with Satin Venetian.

The Fullest Choice Awaits the Early Shopper.

—Third Floor, Broadway

New Showing of Negligees and Kimonos

Styles of Rare Charm at Prices Commendably Modest.



The illustration A gives an idea of the grace and distinction in the higher-priced models. It is an import combining white chiffon cloth, fairy-like lace and cherry colored chiffon.

Price \$69.75 Even at as low a price as \$23.75 there are exquisite combinations of rich material in unusual colorings.

Dainty Negligees of lace and chiffon, Georgette, Charmeuse, etc., with tassels, embroideries, ribbon-roses, etc. \$6.74 to \$24.74



From Japan

Rich Silk Kimonos in shades of wonderful delicacy with a wealth of heavy embroidery, almost covering silk \$24.74 to \$79.75

The one illustrated B is \$49.75.

Silk Mandarin Coats, \$18.74 to \$39.75

Cotton Crepe Kimonos embroidered in contrasting colors with birds and flowers in charming designs. \$1.19, \$1.49, \$1.89, \$2.89

Jap Silk Kimonos in many color combinations of silk and embroidery. \$7.74 to \$12.74

—Third Floor, 34th St., Centre

NEW AUTUMN MODELS IN Dresses and Coats

for the Girls



\$12.74 The serge frock illustrated is a youthful semi-Empire model. Its large pockets and bodice are embroidered with wool in attractive colorings. White satin collar and cuffs. In navy. Sizes 8 to 16 years.

\$5.94 Practical school dresses, embracing a variety of styles, in serviceable wool plaid and serge. All are smartly designed and tastefully trimmed. Sizes 6 to 14 years.

\$14.74 Regulation Dresses for Junior Girls. A new one-piece model, with a pleated skirt. The waist has a yoke and a stitched belt that buckles. The sailor collar is trimmed with rows of gold braid and an emblem. Sizes 12 to 16 years.

\$19.74 A Broadcloth Coat as illustrated. A good looking model, with a shirred Empire back and high belted front. Cartridge pockets are the feature of the coat. The collar, cuffs and bottom of the skirt are banded with nutria fur. Brown, Russian and Copaluga. Sizes 6 to 10 years.

\$4.89 Military Rain Coat in a trench model of Cantonette. It has a detachable cape, pockets, convertible collar and belt that buckles. In navy or tan. Sizes 8 to 16.

\$9.74 School Coats in well tailored styles; of Zibeline, cheviot and wool plaid. Featuring smart belt, collar and pocket effects for the large overgrown girl. Sizes 6 to 16 years.

—Third Floor, 34th Street

Up-to-the-Minute PATTERNS



The bustle skirt No. 8089 (sizes 22 to 32) is one of the first patterns of this new mode to be put on the market.

The waist, McCall No. 8031 (sizes 34 to 44) has the narrow shawl collar and tight sleeves.

—Second Floor, Centre

Attractive Trimming Touches Mark These Misses' SUITS

and Make Them Particularly Desirable

The day of the tailored suit is here and we are prepared to meet all demands. The reasonable prices can give you no idea of the smartness of these trim and well tailored costumes.

\$23.74 Suits of serge, gabardine and all wool poplin, in several new models. Many kinds of trimmings are shown—wide black silk braid, belts that cross, velvet collars, double rows of buttons down the back, novelty pockets, embroidered arrows, etc. Simple two-piece skirts, with pockets. In navy or black.

And we have a choice collection of bustle suits in most effective shades of silvertone, broadcloth or velour. They are trimmed with beaver or Hudson seal. The prices range from \$64.75 up

Service Coats That Look Smart

\$19.74 Tweed coats that have an English air. A full belted model that has roomy pockets and a generous collar that can be worn either open or closed. Light or dark colorings. Sizes 14-16-18 years.

—Third Floor, 34th St., Broadway

\$39.75 Silvertone is one of the most popular materials, and it has been used in these suits in beautiful shades of silvertone, Pekin, Oxford, wine and navy. There are collars that button closely to the neck and new buckle trimmings. Double breasted and side closing effects. Trim skirts with belt and pockets.

Women's Street Dresses IN SERGE

For Street or Business Wear

Braided Dresses at low prices.



The illustration shows a navy serge dress cut on good lines and braided charmingly in soutache. The tucked tunic on skirt is longer at sides and back. The organdie collar and cuffs are lace edged. This suit comes also in black. Price \$17.74

Another navy serge model with the whole front of waist and the skirt pockets embroidered in silk, has a square neck with sailor collar and tie sash. Castor and black as well as navy. Price \$14.74

Attractive, straight line models, knife pleated, with panels, button trimmings, fancy belts and sashes, some with roll collars of white satin. Navy. \$12.74

—Third Floor, Broadway

Women's Sweaters Priced Moderately. \$4.24 to \$8.94



The illustration shows a wool sweater, in plain weave, with a deep sailor collar, all around belt and patch pockets. Copen, gray, tan, maroon, and rose. \$4.24

A fibre and mercerized Sweater, with a sailor collar and sash, has checked border. Many colors. Price \$6.94

Slipover fibre mixture Sweater, with a striped border (self and white), has sailor collar, pockets and sash. Nearly all sweater colors. \$7.74

Plain weave Sweater, with roll collar, belt and patch pockets. In beautiful colorings. \$8.94

—Third Floor, 34th St.

Some New Fashion Notes in These Misses' Dresses SATINS OR SERGES TO CHOOSE FROM

\$19.74 A satin frock illustrated A has its large collar and blouse effectively hand embroidered and beaded. The shirred skirt has large pockets, button trimmed. The surprise effect forms a graceful sash. In Russian green, taupe, navy, plum, beet root, brown and black.

\$19.74 The serge dress pictured B has a military air induced by its bands of embroidery and its metallic buttons. The collar and the ends of the sash are of cloth of mole. In navy only.

\$17.74 A satin dress with a long tunic and a belt that is trimmed with patent leather. The blouse, patch pockets and tunic have double rows of bone buttons. White satin collar and cuffs. Russian green, taupe, plum, beet root, brown, navy and black.



Serviceable Separate Skirts

\$5.94 A smart box pleated model in blue and green plaids—ideal for hard wear.

\$4.89 A trim, box pleated serge skirt that comes in navy and black only.

\$7.94 Army color flannel, well tailored, belted. Military patch pockets.

—Third Floor, 34th Street

HABERDASHERY For the Infants

At Interesting Prices

From Japan we have just received a shipment of silk tufted robes and coverlets that are soft and cozy as can be. The robes come in white, pink and blue, and the prices start as low as \$2.59.



Some in satin and crepe de chine are particularly charming. One model, illustrated A, has a dear little collar and cuffs with feather stitching. It fastens with coras that have puffy balls at their ends. Another model, illustrated B, is prettily embroidered.

The coverlets for cribs or bassinets come in pink, blue and white with colored figures. The materials are silk and satin; some plain, some embroidered. One is pictured. The prices range from \$1.49 to \$4.89.

Shetland Wool Sweaters, sizes 1 to 6. All light colors. These sweaters have slight imperfections and the quantity is limited. If perfect they would cost \$1.89 to \$2.49. 94c

Pique Bibs, hand scalloped, 39c

White Cashmere Hose, excellent quality, silk heel and toe. Sizes 4 to 6, 34c

Wood Frames for drying hose, 19c

Nursery Chairs, white enamel, several styles, \$2.89 and \$3.89

Adam Crib, with ivory finish. A limited quantity, \$26.75.

—Third Floor, 34th St., Rear

A VERY OPPORTUNE SALE OF Black Dress Silks

Fashion's decree that the smart fall costume is to be black, plus these interesting price quotations, points to a tremendous call for these silks of quality.

"Marchioness" Satin, excellent quality, made for us, nearly pure dye. 35 in. wide. \$1.49 yd.

"Marchioness" Satin, of superior quality and weight. 35 inches wide. \$2.29 yd.

Dress Satin, high luster, splendid quality. 34 in. wide. \$2.79 yd.

Majestic Satin, 40 in., \$1.29 yd.

Taffeta, standard quality and weight. 40 in. wide. \$1.29 yd.

Crepe de Chine, good weight. 40 in. wide. \$1.49 yd.

Faile Francaise, good quality. 36 in. wide. \$1.69 yd.

"Marchioness" Satin, fine quality and good weight, nearly pure dye. 35 in. wide. \$1.89 yd.

"Marchioness" Taffeta, nearly pure dye, fine quality. 36 inches wide. \$1.59 yd.

Imported Taffeta, from Lyons. 35 inches wide. \$1.49 yd.

Dress Satin, excellent weight and quality. 40 in. wide. \$1.59 yd.

Imperial Satin, 36 in. \$1.12 yd.

Taffeta, nearly pure dye, fine quality. 35 in. wide. \$1.12 yd.

—Second Floor, 34th Street

Continuing the Sale of Women's Shoes

Smart Models on New Lines

Sale Price \$5.94 Sale Price



Because of broken sizes we have added from stock several lines that sell regularly at much higher prices.



Note the illustrations. (A) Russia calf, lace boot with cloth top, low heel, welted sole. (B) Patent camp, imported gray kid top, full Louis heel.

—Second Floor, Rear, 34th Street

Continuing the Sale of Napery, Toweling and Towels At Prices Less Than Elsewhere

Pattern Damask Cloths and Napkins. These are our own importation from Scotland, and all linen, heavy and serviceable. Many effective round and square designs.

Cloths—70x70 in. \$4.39 ea. 70x88 in. 5.49 ea. 70x106 in. 6.69 ea. 81x81 in. 6.09 ea.

Napkins—12x12 in. 5.79 doz. 12x14 in. 6.69 doz.

Hemmed Breakfast Napkins, \$1.29 doz. These are of American manufacture and will give long wear. Heavy and strongly woven in pleasing designs. 17x17 in. Hemmed ready for use.

Linen Table Damask, \$1.44 yd. Heavy quality, snow white. Variations effective floral and conventional designs. 70 in. wide.

Irish Embroidered Tea Napkins, \$4.89 doz. Hand embroidered in effective patterns. Exceptionally fine, round-thread linen, hem-stitched border. Size 14x14 in.

Scalloped Damask Table Cloths, 96c ea. An item that spells real economy. It is a mercerized cotton cloth in various designs. A quality that can be used for breakfast or luncheon. Scalloped round. 62 in. in diameter.

Damask Table Napkins, \$4.89 doz. Of fine, pure linen, closely woven. Several bold circular and allover designs. Size 22x12 in.

Mercerized Table Damask, 59c yd. Full bleached. A good quality for everyday use. Effective designs. 70 in. wide.

Hemmed Huck Towels, 19c ea. Here is a soft, absorbent full bleached quality with neat red borders and hemmed ends.

Hemmed Huck Towels, 46c ea. One has to see this towel to appreciate it. It is of finely woven union linen huck, with hemstitched ends and red borders.

Imitation Filet Lace Scarfs, \$1.49 ea. Made of eight panels of attractive cotton filet lace with a dainty edge and insertions to match. It is exceptionally effective and can be used for Buffet or Dresser. Size 19x34 in.

Renaissance Table Covers, \$1.49 ea. These come from Japan and are hand made. A wide edge of lace and an insertion to match decorate them. 52 in. in diameter.

—Second Floor, 34th Street

R. H. Macy & Co.